

UTA Board of Trustees Meeting

July 28, 2021



Call to Order and Opening Remarks



My BeUTAHful Community Student Art Competition

Coming Together Bella Franco Grade 9, Millcreek

A creative mix of the competition's theme and Alfred Hitchcock's "Rear Window."



Pledge of Allegiance



Safety First Minute



Public Comment

Live comments are limited to 3 minutes per commenter

Public comment was solicited prior to the meeting through alternate means, including email, telephone, and the UTA website

Any comments received through alternate means were distributed to the board for review in advance of the meeting



Consent Agenda

- a. Approval of July 14, 2021 Board Meeting Minutes
- b. 2020 UTA Financial Audit Report (ACFR) and National Transit Database (NTD) Agreed Upon Procedure Report



Recommended Action (by acclamation)

Motion to approve consent agenda



Reports



Agency Report

- Delegated Authority for On-Call Infrastructure Maintenance Task Orders – Status Update
- August Change Day Communications



Delegated Authority for On-Call Infrastructure Maintenance Task Orders – Status Update



Resolution Background

Resolution R2021-05-02 was approved by the Board at the May 26, 2021, meeting delegating authority to the Executive Director to approve task orders to the On-Call Task Ordering Infrastructure Maintenance and Repair Contract with Stacy & Witbeck.

(UTA 20-03349VW) for 2021 for the on-going tasks listed in Exhibit A attached to the resolution.

Per the resolution, the Executive Director is to present an update to the Board on all task orders.



Update - Signed Task Orders

Scope (Project ID)	Not to Exceed Task Order Amount	Update
3200 West Grade Crossing Replacement	\$350,000.00	Task order signed for \$242,974 and work was completed in June.
Operator Relief Rooms	\$434,000.00	Task order signed for \$434,300 and work is scheduled to begin in late July and early August



Update- Task Orders in Negotiations

Scope (Project ID)	Not to Exceed Task Order Amount	Update
South Stadium Embedded Curve Replacement	\$900,000.00	On-going price negotiations with work scheduled to start in early August
North Stadium Embedded Curve Replacement	\$900,000.00	On-going price negotiations with work scheduled to start in early August.
Mario Capecchi Embedded Curve Replacement	\$900,000.00	On-going price negotiations with work scheduled to start in October



Update- Task Orders in Scope Development

Scope (Project ID)	Not to Exceed Task Order Amount	Update
Gap Filler on Frontrunner Stations	\$1,000,000.00	On-going scope development and material selection
Winchester Avenue Grade Crossing Replacement	\$350,000.00	Work postponed until 2022 due to operational impacts
8120 South Grade Crossing Replacement	\$250,000.00	Work postponed until 2022 due to operational impacts



August Change Day Communications



Change Day Communications

- Broad communications about all changes:
 - Website:
www.rideuta.com/august
 - Change Day poster – on buses and rail platforms
 - Change Day fliers – on buses and rail vehicles
 - Social Media



Change Day
Effective August 8, 2021



UTA 



Change Day Communications

- Communications focused on key changes
 - UTA On Demand in southwest Salt Lake County
 - New app launches on Change Day
 - Service becomes permanent
 - Increased TRAX and FrontRunner service
 - TRAX 15-minute service through weekday evenings
 - FrontRunner extended evening service on weekdays (one hour) and Saturday (two hours)
 - Several routes changing to Flex Routes



Bus & Rail Communications

- Press Release: week of July 29 with follow-up
- Service Alerts: multiple alerts underway to route subscribers
- Rider Insider newsletter
- Social Media: multiple posts underway - boosted
 - Using “ReConnect with UTA” campaign graphics
 - Geotargeted posts for new Flex Routes





#UTA_TRAX and #UTA_S-Line is bringing back 15 minute service all day starting August 8, 2021. It's time to REDISCOVER your non-stop shopping extravaganza. Plan your trip to your favorite shop at www.rideuta.com/august.



#UTA_Bus is extending the F514 route to 5600 West and 7800 South. It's time to REDISCOVER a better way to work. Plan your trip at www.rideuta.com/august.



#UTA_TRAX is adding 15 minute service all day on weekdays. It's time to REDISCOVER sushi all over again. Plan your trip to your favorite restaurant at www.rideuta.com/august.



UTA On Demand

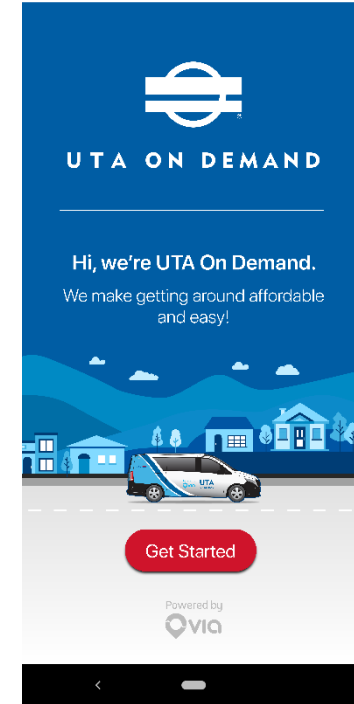


- Before Change Day: educating current users about downloading new “UTA On Demand” app
 - In-app messages
 - Email blasts
 - Social media
 - On-vehicle signage
 - Bus stop signage
 - Street Teams: at rail stations and key stops



UTA On Demand

- After Change Day: continued efforts to educate and transition users to new app
 - Previous efforts continue
 - Promotional campaigns
- Marketing Campaign: launches mid-August
 - Promote UTA On Demand generally
 - Increase awareness of service
 - Digital mobile, newspaper, etc.



Investment Report – Second Quarter 2021



Investments as of June 30, 2021

Institution	Amount	Yield
Zions Capital Advisors	\$29,386,180	0.721%
Zions Bank	\$36,114,008	0.030%
PTIF	\$306,826,997	0.367%
Totals	\$372,327,185	0.363%

There were no direct investments held by UTA during the quarter.

Benchmark Comparisons

Second Quarter 2021

Institution	April	May	June
Zions Capital Advisors	0.780%	0.748%	0.721%
PTIF	0.422%	0.403%	0.367%
Benchmark Returns*	0.070%	0.060%	0.080%

* Benchmark return is the higher of the 3-Month Treasury Bill or the Fed Funds rate.

Resolutions



R2021-07-03

**Resolution Appointing Mike Hurst as
Internal Auditor and Officer of the
Board**



Recommended Action (by roll call)

Motion to approve Resolution R2021-07-03
Appointing Mike Hurst as
Internal Auditor and Officer of the Board



R2021-07-04
**Resolution Approving Certain
Sponsored Fare Agreements for
Special Events as Part of the
Authority's COVID Recovery Efforts**



Resolution R2021-07-04

- The UTA Ridership Recovery Team has identified events as a target demographic to bring ridership back
- Historically, UTA has partnered with entities to allow event pass holders to ride UTA services without charge to the sponsored event
- The UTA Ridership Recovery Team recommends partnering with entities and executing ticket-as-fare contracts
 - In lieu of monetary value, the host will offer in-kind marketing and promotion to encourage the use of UTA services
- All Special Event Pass Agreements will be reviewed and approved by the Chief Financial Officer and Executive Director prior to execution and the board shall be informed monthly of all new partnerships with event hosts



Resolution R2021-07-04

- UTA and the Event Host will enter into a contractual agreement
- The event must require that all attendees have a ticket
- Event attendance must be greater than 1,500 per day
- This authorization will be for events utilizing UTA base service
 - Events requiring supplemental service above base levels or surge service will require Board approval
- This resolution will remain in effect until July 31, 2022



Recommended Action (by roll call)

Motion to approve Resolution R2021-07-04
Approving Certain Sponsored Fare Agreements for Special Events as Part of the
Authority's COVID Recovery Efforts



R2021-07-05
Resolution Approving the
August 2021 Change Day
Title VI Service Equity Analysis



UTA and Title VI

- Title VI of the Civil Rights Act requires UTA work to ensure there is no discrimination in the delivery of service
- UTA reviews the equitability of all major changes
- An analysis is performed to ensure there are no unintended negative impacts on low-income people and minorities
- The analysis is presented to and approved by UTA's Board of Trustees



Datasets and Analysis Parameters

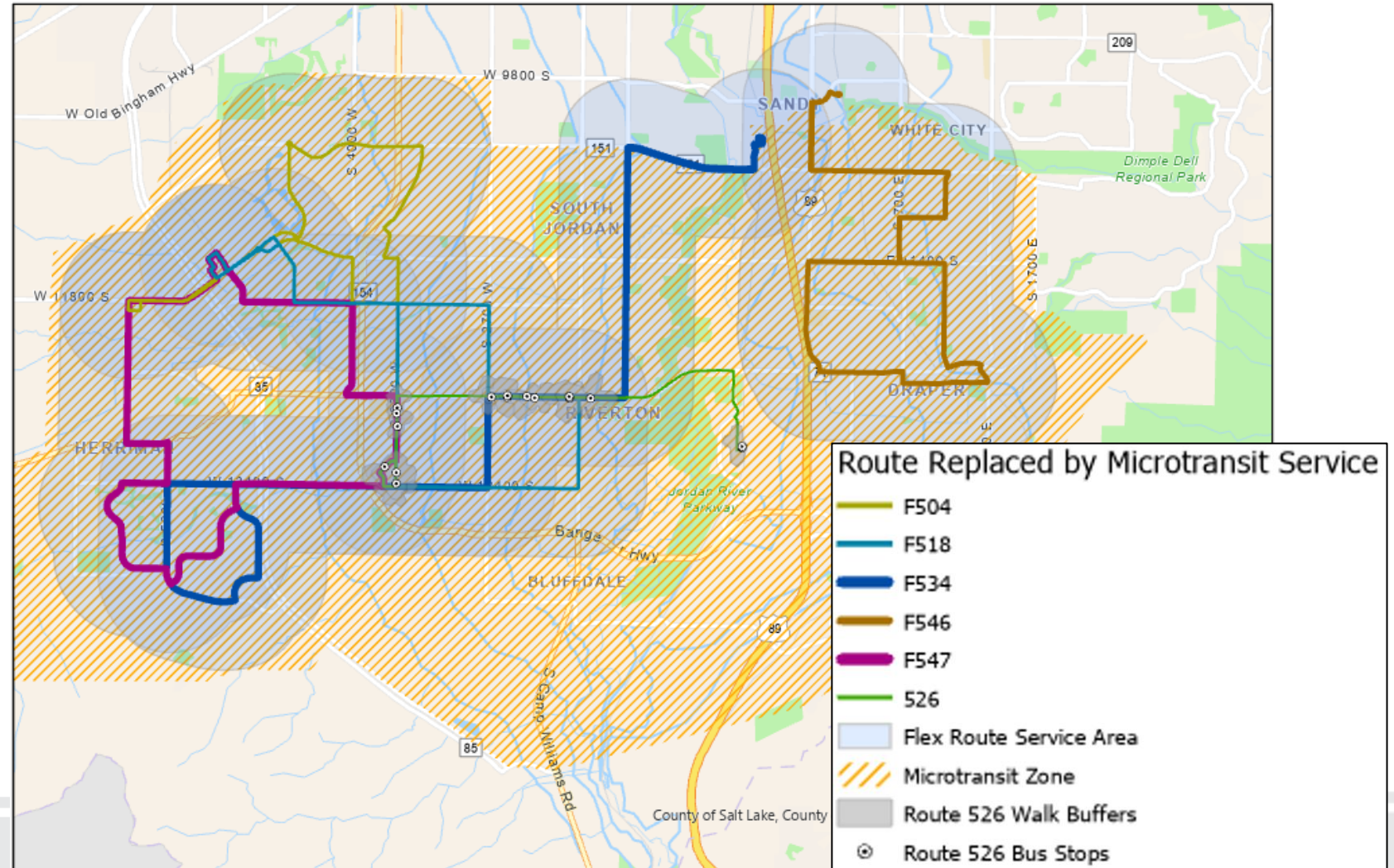
- Demographics from census data was used to determine who would be impacted by the proposed changes
- Demographics of those impacted were compared to the demographics of the service area
- Differences greater than 5% between those impacted by changes and the entire system require further examination and consideration



Proposed Changes – South Salt Lake County

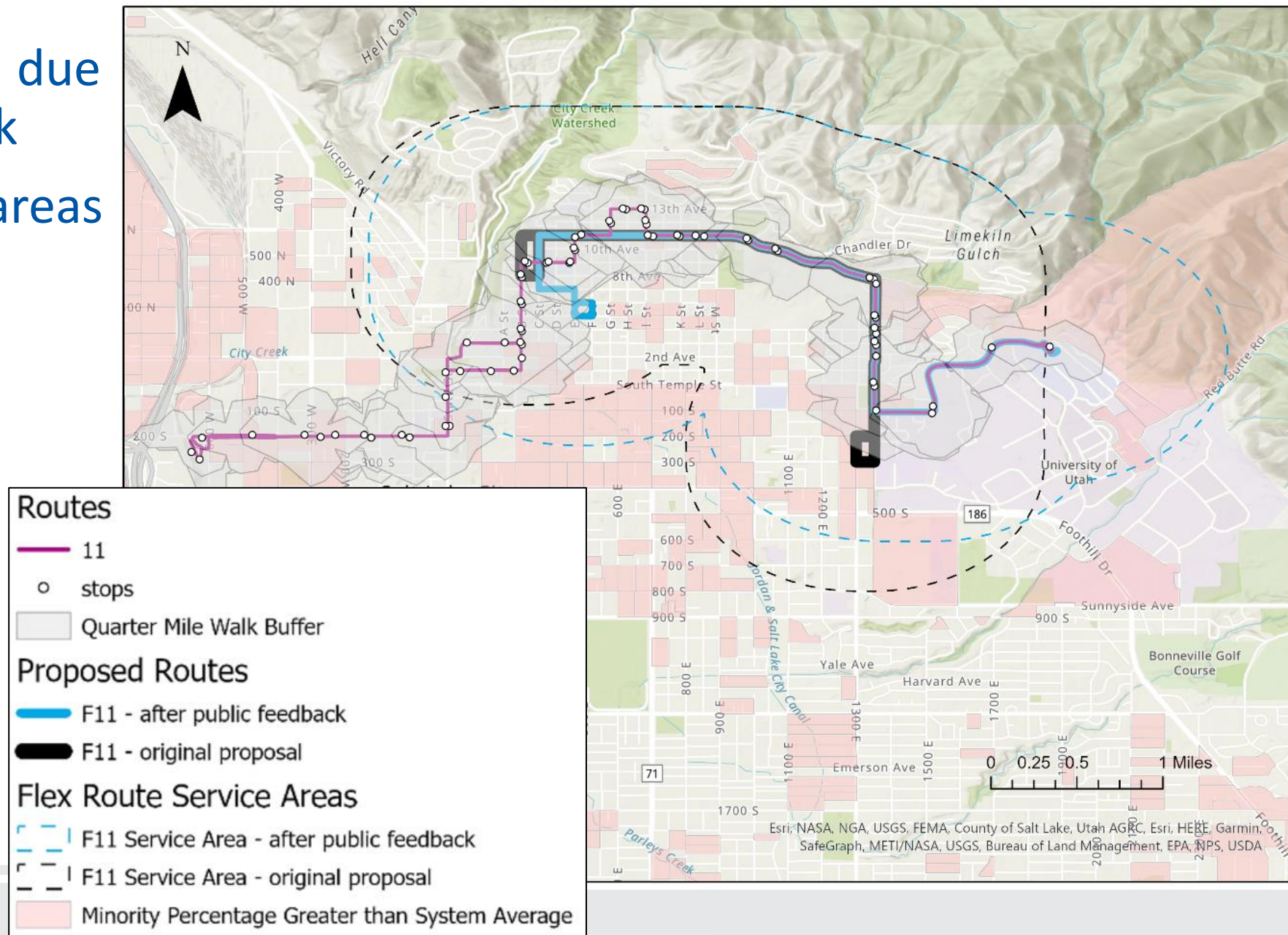
- UTA is permanently adopting demand response service in southern Salt Lake Co., which will replace six existing routes

- No Findings



Proposed Changes – Routes 11 and F11

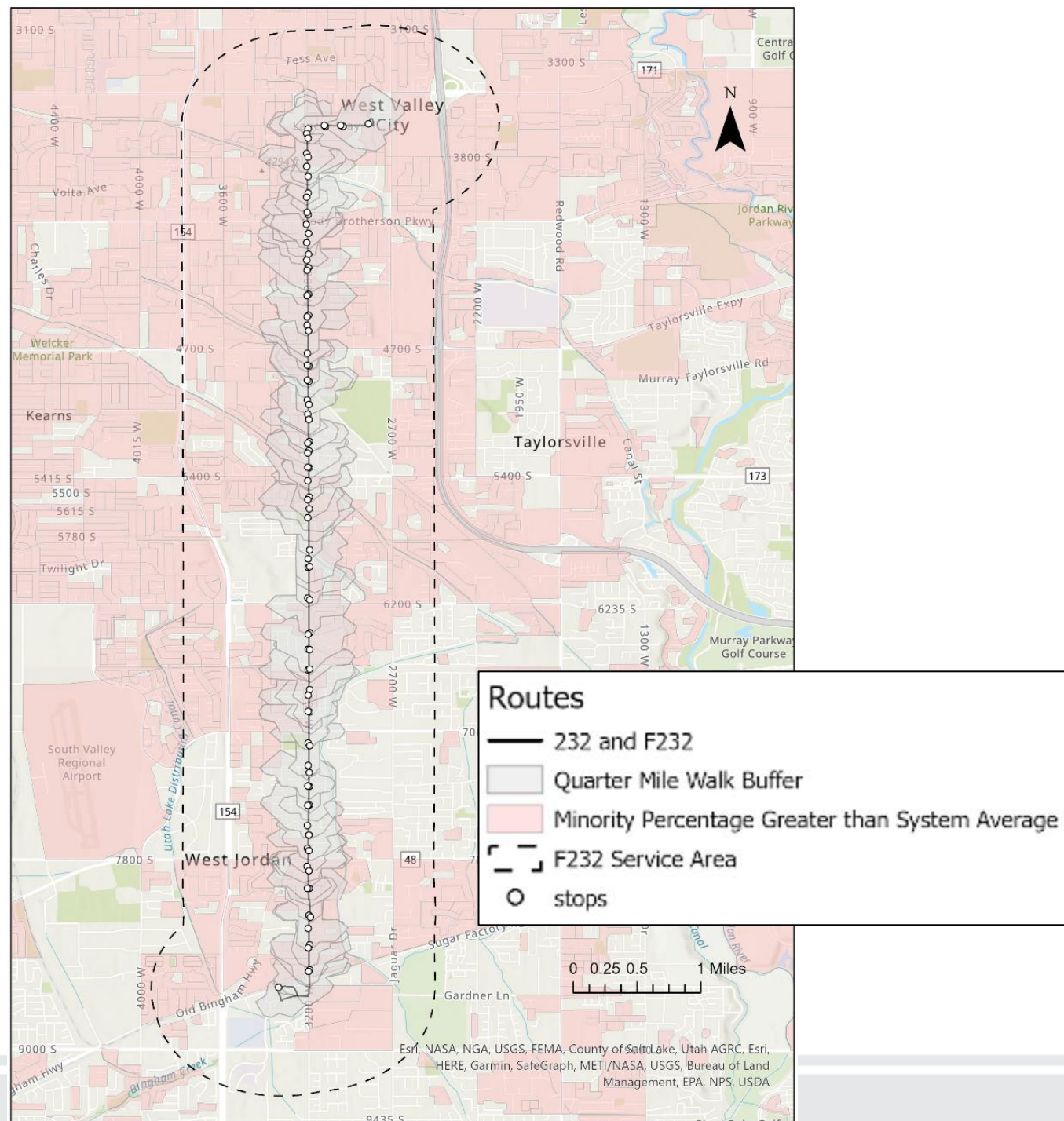
- Proposal changed due to public feedback
- Route 6 services areas not in F11
- No Findings



Proposed Changes

– Routes 232 and F232

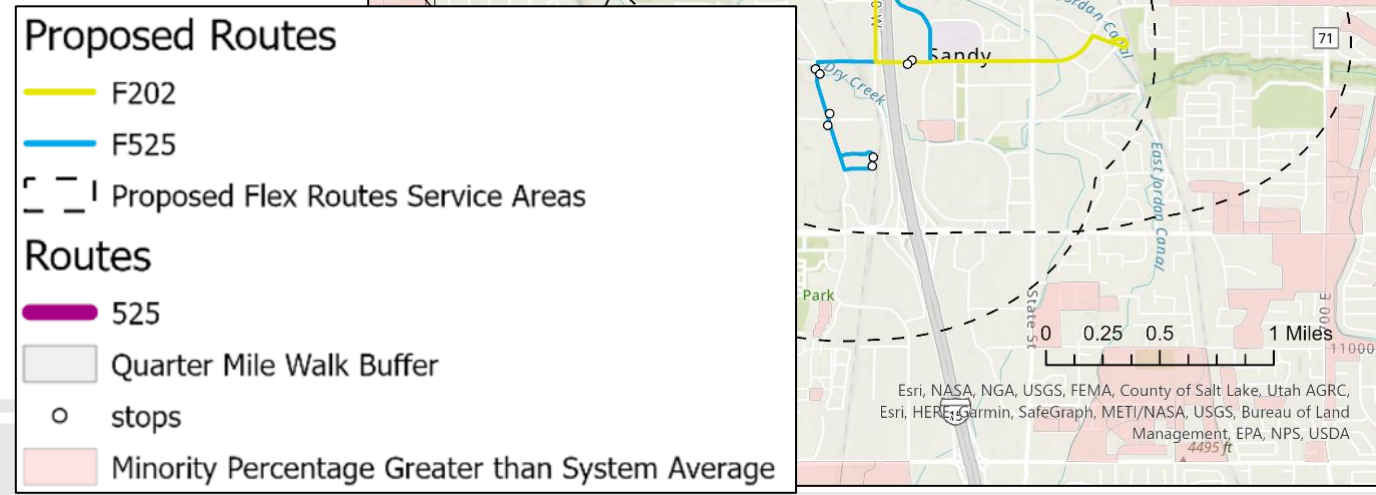
- Exact replacement of alignment
- Higher than average minority populations along route
- No Findings



Proposed Changes

- Routes 525, F202 and F 525

- Exact replacement of alignment
- Higher than average minority & Low-Income populations along route
- No Findings



Analysis of System-Wide Impacts

- Analysis compares demographics from current service levels to after proposed changes
- People with access to UTA services increased 60% overall
- The demographics of those that gained access were more diverse with larger numbers of low-income people.
- Changes yielded an overall benefit to the system and riders



Conclusion

- All areas that may have indicated a potential for a disparate impact or disproportionate burden were negated by the introduction of other service
- The analysis showed nothing that would indicate the potential for a negative impact on low-income or minority populations
- The data indicates a net benefit to low-income and minorities



Recommended Action (by roll call)

Motion to approve Resolution R2021-07-05
Approving the August 2021 Change Day Title VI Service Equity Analysis



Oath of Office



Oath of Office: Interim Executive Director and Officer of the Board – Mary DeLoretto



Oath of Office: Internal Auditor and Officer of the Board – Mike Hurst



Contracts, Disbursements, and Grants



Change Order: Advertising Services Extension (Lamar Transit Advertising)

Recommended Action (by acclamation)

Motion to approve change order with Lamar Transit Advertising for Advertising Services Extension as presented



Service and Fare Approvals



Fare Contract: Pass Purchase and Administration Agreement (Davis Technical College)

Recommended Action (by acclamation)

Motion to approve a fare contract with Davis Technical College for Pass Purchase and Administration Agreement as presented



Promotional Fare Request: UTA On Demand by Via



Background

- Began UTA on Demand by Via pilot in November 2019
- Received broad support from customers and stakeholders
- Fares Collected through all media: \$117,930
- Used various fare and promotions strategies
- Planned as a permanent microtransit service beginning August 8, 2021
- On going marketing and communications campaigns, June 2021 – Dec. 2022



Fare Structure, Media, and Inspection

- Consistent with UTA fare pricing and media
- Fares
 - Standard fare one way trip: \$2.50
 - Reduced fare one way trip: \$1.25
- Regular UTA fare media accepted though:
 - All UTA EFC pass products
 - FAREPAY
 - Credit and debit cards
 - All excepted though the Via app or Via customer call center
- UTA paper tickets and transfers
 - Accepted though the Via app and though visual validation
- Excludes Cash
- Transfer between modes per UTA Fare Transfer Rules document



Fare Promotions and Discounts

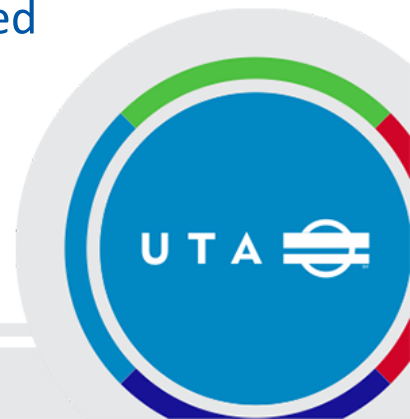
- Used as part of the pilot to attract and retain ridership
- Examples
 - One-Way trip: \$1.00
 - New rider: First two rides free
 - Referrals: \$5.00 ride credit
 - Referral contest: 10 free rides
- Continued fare promotions to support marketing strategies Change Day initiatives through Aug. 2021 – Dec. 2022
- Impact to fare revenue estimate at 3-4%
- Staff is requesting the Board of Trustees authorize the Executive Director to strategically implement fare promotions as needed



Promotional Fare Request: UTA On Demand by Via

Recommended Action (by acclamation)

Motion to approve the use of promotional fares for UTA On Demand by Via as presented



Promotional Fare Request: Ridership Task Force Initiatives



Route Targeted Direct Mail

- Specific routes will be identified and targeted throughout the UTA Service Area
- The promotion is currently scheduled for September-October
- Residents within $\frac{1}{4}$ mile of each specified route will receive a post card that includes 2 free ride coupons



Free Fare with Boarding Pass

- To coincide with the grand opening of the new TRAX Airport Station, UTA will accept a person's boarding pass as transit fare
 - Estimated opening is November and the promotion will run for 3 months
- Valid fare on the entire UTA system except for Ski, SLC-PC Connect, and Paratransit Services
- The promotion is valid for travelers only



Complimentary Pass for Friends and Family

- Complimentary transit passes will be made available to employees to give to friends and family
- Electronic Fares Card that is valid for 5-days upon first tap
- The passes will be valid on the entire UTA system except for Ski, SLC-PC-Connect, and Paratransit Services



Promotional Fare Request: Ridership Task Force Initiatives

Recommended Action (by acclamation)

Motion to approve a promotional fare request for Ridership Task Force Initiatives as presented



Discussion Items



Little Cottonwood Canyon Environmental Impact Statement (EIS) Update





Little Cottonwood Canyon

**ENVIRONMENTAL
IMPACT STATEMENT**

S.R. 210 | Wasatch Blvd. to Alta

















Utah Transit Authority Board
July 28, 2021

Project Overview

The project purpose is to substantially improve transportation-related safety, reliability and mobility on S.R. 210 from Fort Union Boulevard through the Town of Alta for all users on S.R. 210.



Alternative Impacts Summary

ALTERNATIVE	Meets Project Purpose and Need				Natural/Built Environment Impacts					Costs	
	 Substantially Improve Average Per Person Travel Time (Across all travel modes for each user)	Substantially Reduce Vehicle Backup Distance from S.R. 209/S.R. 210 Intersection (Feet)		 Visual change	 Air quality standards exceeded	 Impacted noise receptors	 Water quality standards exceeded	 Relocations	 Section 4(f)	 Capital costs	 O&M costs
		 On S.R. 209	 On S.R. 210								
No-Action Alternative	80-85 MIN	6,700	13,000	None	No	173	No	0	0 Sites	-	-
 ENHANCED BUS NO ADDITIONAL ROADWAY CAPACITY IN LCC	46 MIN	1,275	4,300	Low	No	173 + 57 No-action baseline Alternative noise impact	No	1 (already acquired)	1 Site	\$355 M	\$14 M Winter
 ENHANCED BUS WITH ROADWAY WIDENING FOR PEAK-PERIOD (SHOULDER LANE) IN LCC	37 MIN	350	3,050	Medium	No	173 + 60 No-action baseline Alternative noise impact	No	1 (already acquired)	1 Site	\$510 M	\$11 M Winter
 GONDOLA A (FROM LCC PARK-AND-RIDE) WITH BUS FROM MOBILITY HUBS NO ADDITIONAL ROADWAY CAPACITY IN LCC	46 MIN	350	3,050	High	No	173 + 57 No-action baseline Alternative noise impact	No	1 (already acquired)	1 Site	\$561 M	\$9.5 M Winter \$5 M Summer
 GONDOLA B (FROM LA CAILLE) WITH BUS FROM MOBILITY HUBS NO ADDITIONAL ROADWAY CAPACITY IN LCC	43 MIN Driving to base station 45 MIN Bus to base station	350	3,050	High	No	173 + 57 No-action baseline Alternative noise impact	No	1 (already acquired)	1 Site	\$592 M	\$7.6 M Winter \$3 M Summer
 COG RAIL (FROM LA CAILLE) WITH BUS FROM MOBILITY HUBS NO ADDITIONAL ROADWAY CAPACITY IN LCC	43 MIN Driving to base station 45 MIN Bus to base station	350	3,050	Medium	No	173 + 58 No-action baseline Alternative noise impact	No	1 (already acquired)	1 Site	\$1.106 B	\$7 M Winter \$2.2 M Summer

Preferred Alternative(s)



ENHANCED BUS

WITH ROADWAY WIDENING FOR
PEAK-PERIOD (SHOULDER LANE) IN LCC

The alternative that best meets the **MOBILITY** goal

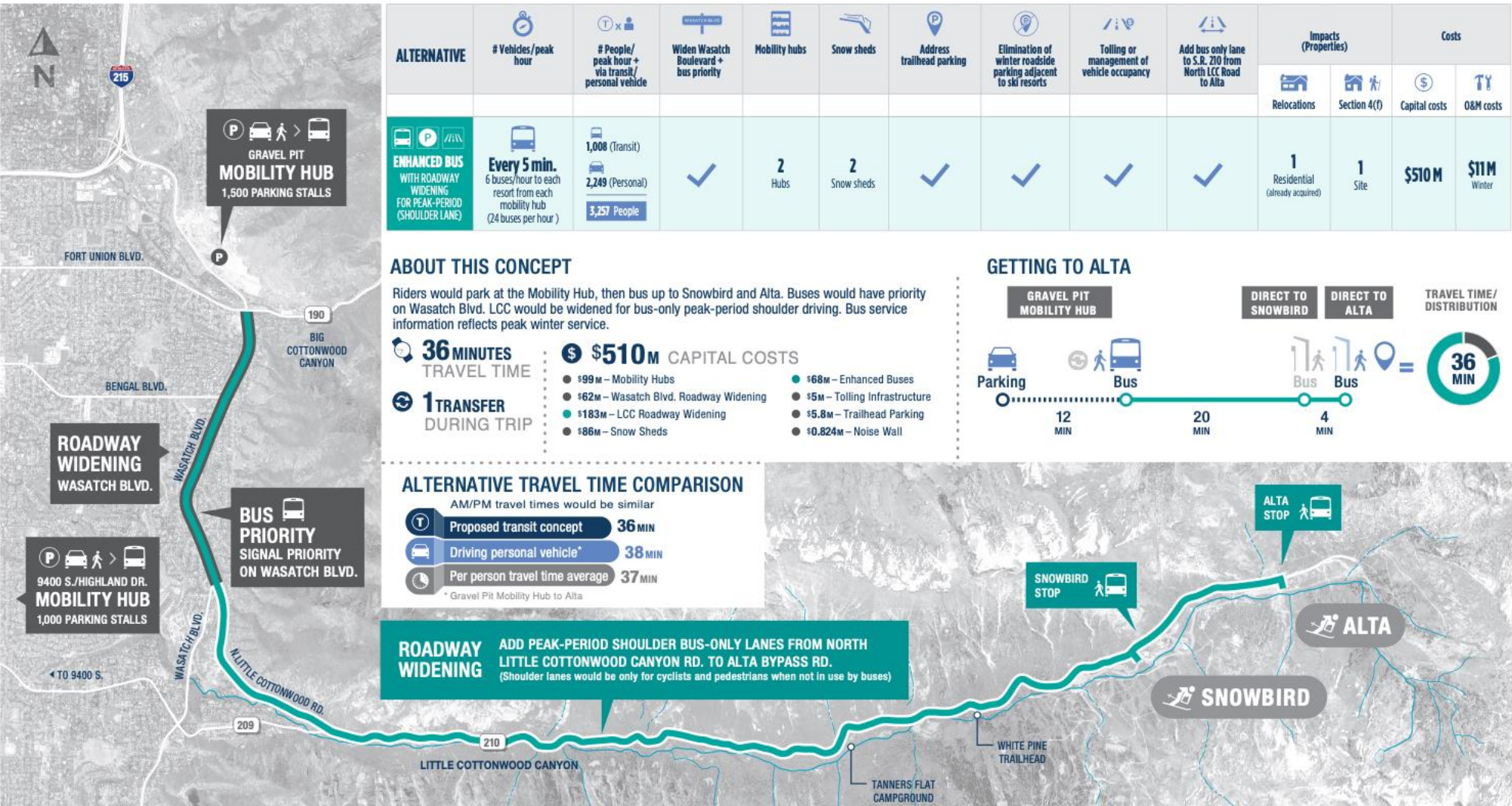


GONDOLA B (FROM LA CAILLE)

WITH BUS FROM MOBILITY HUBS
NO ADDITIONAL ROADWAY CAPACITY IN LCC

The alternative that best meets the **RELIABILITY** goal

Enhanced Bus Service (in Peak-Period Shoulder Lane)

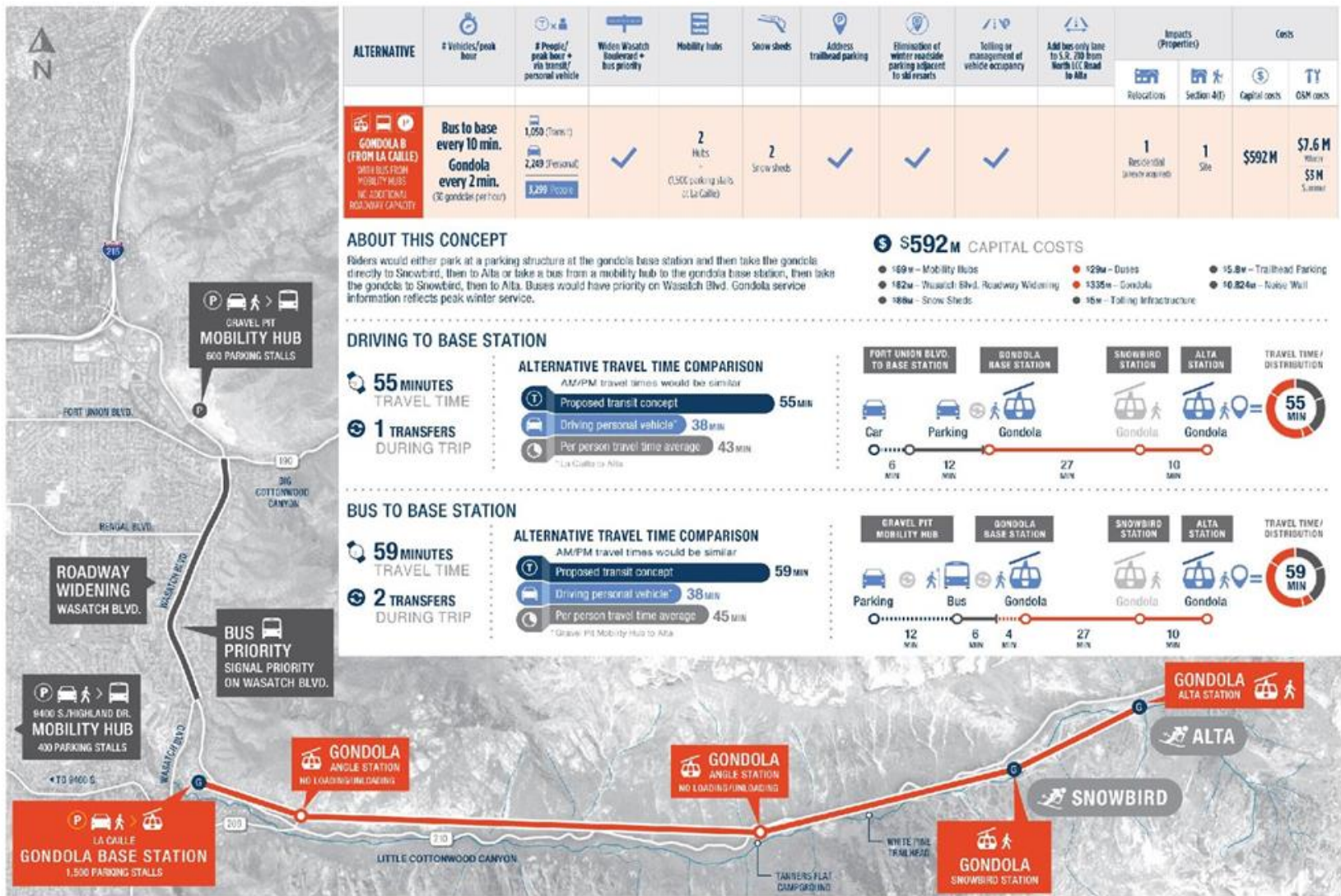


Enhanced Bus Service (in Peak-Period Shoulder Lane)



- Fastest travel time
- Second *lowest* cost
- Shoulders would become pedestrian/cyclist lanes when not in use
- Less visual impact but greater loss of wildlife habitat and increased roadway surface
- Reliability reduced during snowstorms or accidents
- Shoulders provide added safety but place faster moving buses adjacent to slower moving vehicles in general travel lane

Gondola B (from La Caille)

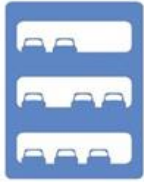


Gondola B (from La Caille)



- 1,500 parking spaces at La Caille base station reduces need for bus service, and improves mobility due to lower travel time & less transit mode shifts
- Second *highest* cost
- Highest visual impacts but low impacts to wildlife movement, watershed, and climbing boulders
- Improves reliability & safety by being non-roadway based, and having less vehicles to potentially be involved in crashes

Alternative Commonalities



**Mobility Hubs at Gravel Pit
and 9400 South/Highland Drive**



**Widen Wasatch Boulevard
Five-lane Alternative**



**Snow Sheds with Realigned
Road Alternative**



**Trailhead Improvements and
No Roadside Parking within ¼ Mile
Trailhead Parking Alternative**



No Winter Parking Alternative



Tolling

Public Comment Period

June 25 - August 9, 2021

Provide comments through:



LittleCottonwoodEIS.udot.utah.gov



LittleCottonwoodEIS@utah.gov



Little Cottonwood Canyon EIS c/o HDR
2825 E. Cottonwood Parkway, Suite 200
Cottonwood Heights, UT 84121



801-200-3465

In-Person Public Hearing July 13, 2021

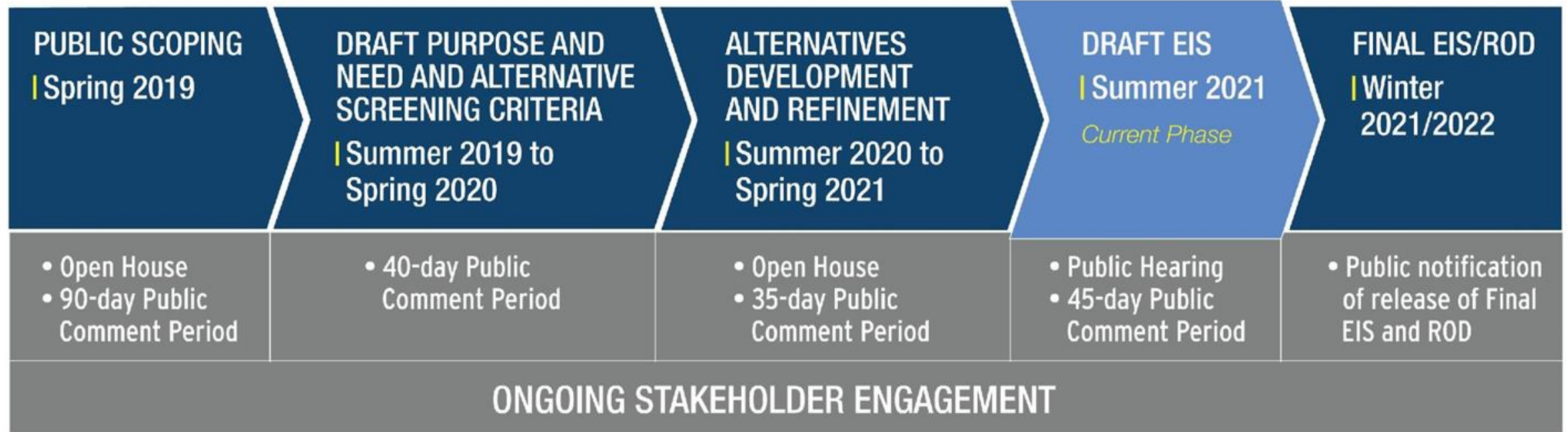
Open House	4:30-8:30 p.m.
Presentation	6:00-6:30 p.m.
Hearing	6:30-8:30 p.m.

Butler Middle School
7530 S. 2700 E.
Cottonwood Heights, UT 84121

Virtual Public Hearing July 20, 2021

Presentation	6:00-6:30 p.m.
Hearing	6:30-8:30 p.m.

Process and Schedule





Little Cottonwood Canyon

**ENVIRONMENTAL
IMPACT STATEMENT**

S.R. 210 | Wasatch Blvd. to Alta

LittleCottonwoodEIS.udot.utah.gov

Other Business

- a. Next meeting: Wednesday, August 11, 2021 at 9:00 a.m.



Closed Session

- a. Strategy session to discuss pending or reasonably imminent litigation
-

Recommended Action (by acclamation)

Motion for a closed session to discuss pending or reasonably imminent litigation



Closed Session



Open Session



Adjourn



Break

